CLAIMS

I claim:

1. A method for bulk purchasing of data content, said method comprising:

- receiving broadcast information comprising advertisement content and multimedia data content;

- rendering said broadcast information using a man-machine interface;

- tracking one or more actions entered in said man-machine interface in response to said rendered broadcast information, said actions associated with multimedia data content of interest; and

- accumulating said actions until a predetermined threshold is reached, and upon reaching said threshold:

  - establishing a communication link with an order placement service;

  - exchanging system information;

  - authenticating said receiver based upon said exchanged system information;

  - synchronizing said order placement services with a broadcast server; and

  - placing an electronic order for said data content of interest based upon said synchronization.

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2. A method for bulk purchase of data content, as per claim 1, wherein said actions include any of the following: storing said rendered broadcast data, clearing said rendered broadcast data, purchasing products advertised in said rendered broadcast data, purchasing said multimedia data content of interest, or browsing other broadcast data.

3. A method for bulk purchase of data content, as per claim 1, wherein said exchanged system information comprises time stamp information and random number information.

4. A method for bulk purchase of data content, as per claim 3, wherein said time stamp information is a global positioning system (GPS) time stamp.

5. A method for bulk purchase of data content, as per claim 3, wherein said step of authentication is based upon said random number information.

6. A method for bulk purchase of data content, as per claim 3, wherein said step of synchronizing is based upon said time stamp information.

7. A method for bulk purchase of data content, as per claim 1, wherein said man-machine interface further comprises a graphical user interface (GUI).

8. A method for bulk purchase of data content, as per claim 1, wherein said communication link is established via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

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9.   A method for bulk purchase of data content, as per claim 1, wherein said method further comprises the step of electronically receiving said multimedia content of interest.

10.   A method for bulk purchase of data content, as per claim 1, wherein said method further comprises the step of delivering said multimedia content of interest on an article of manufacture.

11.   A method for bulk purchase of data content, as per claim 10, wherein said article of manufacture is any of the following: CD-ROM, DVD, magnetic tape, optical disc, hard drive, floppy disk, ferroelectric memory, flash memory, ferromagnetic memory, optical storage, charge coupled devices, magnetic or optical cards, smart cards, EEPROM, EPROM, RAM, ROM, DRAM, SRAM, or SDRAM.

12.   A method for bulk purchase of data content, as per claim 1, wherein said broadcast information is broadcast over an in-band on-channel (IBOC) network.

13.   A method for bulk purchase of data content, as per claim 1, wherein said predetermined threshold is any of the following: a threshold indicating number of actions to be recorded before placing said electronic order, or a threshold indicating either a download time limit or content size, before placing said electronic order.

14.   A method for bulk purchase of data content, as per claim 1, wherein said threshold is modifiable over a network.

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15. A method for bulk purchase of data content, as per claim 1, wherein said received broadcast information is a format suitable for reception by a consumer electronics receiver.

16. A method for bulk purchase of data content, said method comprising:

- receiving broadcast information comprising advertisement content and multimedia data content from a broadcast server;

- rendering said broadcast information using a man-machine interface;

- tracking one or more actions entered in said man-machine interface in response to said rendered broadcast information, said actions associated with multimedia data content of interest;

- establishing a communication link with said broadcast server;

- exchanging system information comprising at least random number information;

- authenticating said receiver based upon said random number information; and

- receiving a confirmation notice from said broadcast server after placing an electronic order regarding said multimedia data content of interest with an order service, said broadcast server placing said electronic order after accumulating a predetermined threshold of such orders.

17.   A method for bulk purchase of data content, as per claim 16, wherein said actions include any of the following: storing said rendered broadcast data, clearing said rendered broadcast data, purchasing products advertised in said rendered broadcast data, purchasing said multimedia data content of interest, or browsing other broadcast data.

18.   A method for bulk purchase of data content, as per claim 16, wherein said man-machine interface further comprises a graphical user interface (GUI).

19.   A method for bulk purchase of data content, as per claim 16, wherein said time stamp information is a global positioning system (GPS) time stamp.

20.   A method for bulk purchase of data content, as per claim 16, wherein said communication link is established via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

21.   A method for bulk purchase of data content, as per claim 16, wherein said method further comprises the step of electronically receiving said multimedia content of interest.

22.   A method for bulk purchase of data content, as per claim 16, wherein said method further comprises the step of delivering said multimedia content of interest on an article of manufacture.

23.	A method for bulk purchase of data content, as per claim 22, wherein said article of manufacture is any of the following: CD-ROM, DVD, magnetic tape, optical disc, hard drive, floppy disk, ferroelectric memory, flash memory, ferromagnetic memory, optical storage, charge coupled devices, magnetic or optical cards, smart cards, EEPROM, EPROM, RAM, ROM, DRAM, SRAM, or SDRAM.

24.	A method for bulk purchase of data content, as per claim 16, wherein said broadcast information is broadcast over an in-band on-channel (IBOC) network.

25.	A method for bulk purchase of data content, as per claim 16, wherein said predetermined threshold is any of the following: a threshold indicating number of actions to be recorded before placing said electronic order, or a threshold indicating either a download time limit or content size, before placing said electronic order.

26.	A method for bulk purchase of data content, as per claim 16, wherein said threshold is modifiable over a network.

27.	A system for bulk purchase of data content over a network, said system comprising:

- a broadcast server transmitting data content comprising advertisement content and multimedia data content;

- a receiver receiving said transmitted data content and rendering said data content via a man machine interface, said man machine interface recording one or more actions in response to said rendered data content, said actions associated with multimedia content of interest;

- a communication interface operatively linked with said receiver establishing a communication link with said broadcast server, said communication link established after said recorded actions equal or exceed a predetermined threshold; and

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- an order placement service receiving electronic orders for said multimedia content of interest after said threshold is reached in said broadcast server and delivering said multimedia content of interest.

28. A system for bulk purchase of data content over a network, as per claim 27, wherein said communication interface is an uplink access device.

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29. A system for bulk purchase of data content over a network, as per claim 27, wherein said network is an in-band on-channel (IBOC) network.

30. A system for bulk purchase of data content over a network, as per claim 29, wherein said receiver is a consumer electronics receiver.

31. A system for bulk purchase of data content over a network, as per claim 27, wherein
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said actions include any of the following: storing said rendered broadcast data, clearing said rendered broadcast data, purchasing products advertised in said rendered broadcast data, purchasing said multimedia data content of interest, or browsing other broadcast data.

32. A business method for the bulk purchase of data content, said method comprising:

- receiving broadcast information via a receiver comprising advertisement content and multimedia data content;

- rendering said broadcast information using a man-machine interface;

- tracking one or more actions entered by a client using said man-machine interface in response to said rendered broadcast information, said actions associated with multimedia data content of interest;

- accumulating said actions and until a predetermined threshold is reached, and upon reaching said threshold:

- establishing a communication link with an order placement service;

- exchanging system information;

- authenticating said receiver;

- synchronizing said order placement services with a broadcast server;

- authorizing payment for said multimedia data content of interest; and

- placing an electronic order for said data content of interest based upon said synchronization, said electronic order including said authorization information.

33. A system for bulk purchase of data content over a network, as per claim 27, wherein said threshold is any of the following: a threshold indicating number of actions to be recorded before placing said electronic order, or a threshold indicating either a download time limit or content size, before placing said electronic order.

34. A system for bulk purchase of data content over a network, as per claim 27, wherein said threshold is modifiable over said network.

35. An article of manufacture comprising a computer usable medium having a computer readable program code embodied therein which provides for bulk purchasing data content, said article further comprising:

- computer readable program code receiving, via a communication interface, broadcast information comprising advertisement content and multimedia data content from a broadcast server;

- computer readable program code rendering said broadcast information using a man-machine interface;

- computer readable program code tracking one or more actions entered in said man-machine interface in response to said rendered broadcast information, said actions associated with multimedia data content of interest;

- computer readable program code establishing a communication link with said broadcast server via said interface;

- computer readable program code exchanging system information comprising at least random number information;

- computer readable program code receiving authenticating based upon said random number information; and

- computer readable program code receiving a confirmation notice from said broadcast server after placing an electronic order regarding said multimedia data content of interest with an order service, said broadcast server placing said electronic order after accumulating a predetermined threshold of such orders.

36. A business method for the bulk purchase of data content, as per claim 35, wherein said actions include any of the following: storing said rendered broadcast data, clearing said rendered broadcast data, purchasing products advertised in said rendered broadcast data, purchasing said multimedia data content of interest, or browsing other broadcast data.

37. A business method for the bulk purchase of data content, as per claim 35, wherein said step of exchanging system information comprises exchanging time stamp information and random number information.

38. A business method for the bulk purchase of data content, as per claim 37, wherein said authentication step is based upon said random number information.

39.   A business method for the bulk purchase of data content, as per claim 37, wherein said synchronization step is based upon said time stamp information.

40.   A business method for the bulk purchase of data content, as per claim 35, wherein said man-machine interface further comprises a graphical user interface (GUI).

41.   A business method for the bulk purchase of data content, as per claim 35, wherein said communication link is established via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

42.   A business method for the bulk purchase of data content, as per claim 35, wherein said method further comprises the step of electronically receiving said multimedia content of interest.

43.   A business method for the bulk purchase of data content, as per claim 35, wherein said method further comprises the step of delivering said multimedia content of interest on an article of manufacture.

44.   A business method for the bulk purchase of data content, as per claim 43, wherein said article of manufacture is any of the following: CD-ROM, DVD, magnetic tape, optical disc, hard drive, floppy disk, ferroelectric memory, flash memory, ferromagnetic memory, optical storage, charge coupled devices, magnetic or optical cards, smart cards, EEPROM, EPROM, RAM, ROM, DRAM, SRAM, or SDRAM.

45.   A business method for the bulk purchase of data content, as per claim 35, wherein said broadcast information is broadcast over an in-band on-channel (IBOC) network.

46.   A business method for the bulk purchase of data content, as per claim 35, wherein said predetermined threshold is any of the following: a threshold indicating number of actions to be recorded before placing said electronic order, or a threshold indicating either a download time limit or content size, before placing said electronic order.

47.   A business method for the bulk purchase of data content, as per claim 35, wherein said threshold is modifiable over a network.

48.   A business method for the bulk purchase of data content, said method comprising:

- transmitting broadcast information comprising advertisement content and multimedia data content;

- establishing a communication link with a receiver;

- receiving a predetermined threshold amount of actions from said receiver, said actions associated with multimedia data content of interest;

- receiving system information for authentication purposes;

- receiving payment authorization information regarding said multimedia content of interest; and

- placing an electronic order with an order placement service, said order including said payment authorization information.

49.   A business method for the bulk purchase of data content, as per claim 48, wherein said actions include any of the following: storing said rendered broadcast data, clearing said rendered broadcast data, purchasing products advertised in said rendered broadcast data, purchasing said multimedia data content of interest, or browsing other broadcast data.

50.   A business method for the bulk purchase of data content, as per claim 48, wherein said communication link is established via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

51.   A business method for the bulk purchase of data content, as per claim 48, wherein said method further comprises the step of electronically receiving said multimedia content of interest.

52.   A business method for the bulk purchase of data content, as per claim 48, wherein said method further comprises the step of delivering said multimedia content of interest on an article of manufacture.

53.   A business method for the bulk purchase of data content, as per claim 52, wherein said article of manufacture is any of the following: CD-ROM, DVD, magnetic tape, optical disc, hard drive, floppy disk, ferroelectric memory, flash memory, ferromagnetic memory, optical storage, charge coupled devices, magnetic or optical cards, smart cards, EEPROM, EPROM, RAM, ROM, DRAM, SRAM, or SDRAM.

54. A business method for the bulk purchase of data content, as per claim 48, wherein said broadcast information is broadcast over an in-band on-channel (IBOC) network.

55. A business method for the bulk purchase of data content, as per claim 48, wherein said predetermined threshold is any of the following: a threshold indicating number of actions to be recorded before placing said electronic order, or a threshold indicating either a download time limit or content size, before placing said electronic order.

56. A business method for the bulk purchase of data content, as per claim 48, wherein said threshold is modifiable over a network.